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Certification Keith Penn,2015-12-30 Last revised in December 2015 this guide prepares you to pass both Google s Advanced Display and Video Exams on the first try If it s on the test then it s in this guide Every question the author has seen on real tests can be answered with the material It presents just what you need to know Praise for the SearchCerts com Exam Prep Series Explains all angles of the certification from benefits to the way Google handles its partners Andrew Kobylarz Account Executive Reminds me of the strong test preps I did for my GMAT Jordan Bell Marketing Manager Bottom line Get this book if you have some basic hands on knowledge of AdWords and you are looking to pass the AdWords test and join the Google Partner Program Elie Orgel SEO Director This digital marketing credential is held by those with job titles like PPC Analyst Account Executive Online Media Buyer Search Supervisor Search Engine Specialist Demand Generation Analyst Search Engine Marketing Manager Online Advertising Manager PPC Manager Client Manager and maybe most commonly Account Manager Jobs sales and career promotions are awarded to those with the AdWords qualification who can be trusted to optimize search engine marketing campaigns This guide shortens the time and experience it takes to get certified

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Search Engine Optimization Kristopher B. Jones,2011-01-13 A visual approach to the power of SEO marketing from a world renowned Internet marketing expert Search

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Tap Anindya Ghose, 2018-09-11 How the smartphone can become a personal concierge not a stalker in the mobile marketing revolution of smarter companies value seeking consumers and curated offers Consumers create a data trail by tapping their phones businesses can tap into this trail to harness the power of the more than three trillion dollar mobile economy According to Anindya Ghose a global authority on the mobile economy this two way exchange can benefit both customers and businesses In *Tap* Ghose welcomes us to the mobile economy of smartphones smarter companies and value seeking consumers Drawing on his extensive research in the United States Europe and Asia and on a variety of real world examples from companies including Alibaba China Mobile Coke Facebook SK Telecom Telefónica and Travelocity Ghose describes some intriguingly contradictory consumer behavior people seek spontaneity but they are predictable they find advertising annoying but they fear missing out they value their privacy but they increasingly use personal data as currency When mobile advertising is done well Ghose argues the smartphone plays the role of a personal concierge a butler not a stalker Ghose identifies nine forces that shape consumer behavior including time crowdedness trajectory and weather and he examines these how these forces operate separately and in combination With *Tap* he

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